



# 2005 Solar Decathlon Energy We Can Live With



Bringing you a prosperous future where energy  
is clean, abundant, reliable, and affordable



U.S. Department of Energy  
Energy Efficiency and Renewable Energy



# 2005 Solar Decathlon



# Energy We Can Live With

Imagine walking through a neighborhood where every house on the block needs only the sun to provide all the daily energy needs for the household. This vision became a reality in 2002. The first Solar Decathlon attracted unprecedented attention from the public and the media. In 2005, you have an opportunity to be involved in the same unique and exciting event. The Solar Decathlon 2005 will be held again at the National Mall in Washington, D.C., and visitors will be able to watch student teams compete to create the most attractive and effective, completely solar-powered house.

The U.S. Department of Energy (DOE) and its National Renewable Energy

Laboratory (NREL), with private-sector sponsors BP Solar, The Home Depot, and the American Institute of Architects are sponsoring this event to ensure a brighter future for our nation and the world. With the support of the sponsors, students will prove that investment in renewable energy and energy efficiency technologies can reduce dependence on foreign oil, improve human health, conserve natural resources, and create markets for American products around the world.

## The Competition

Our modern lifestyle is a wonderful and very energy-intensive way to live. We get from place to place with speed and ease. Our homes are aesthetically pleasing, comfortable, and well made. They provide us with facilities for domestic chores as well as relaxation. And for many of us, our homes are a place to work. The Solar Decathlon consists of 10 contests that encompass all the ways in which we use energy in our daily lives. The most successful Solar Decathlon teams will be those that integrate a diversity of knowledge to blend aesthetics and modern conveniences with maximum energy production and optimal efficiency. The Solar Decathlon organizers have chosen 19 university and college teams to compete in this challenging competition. Each team will build a uniquely designed 500-ft<sup>2</sup>–800-ft<sup>2</sup> house. These

Solar Decathletes will transport their houses to the National Mall to compete on a world stage. Only the solar radiation incident on each house will be used to generate the thermal, electrical, and mechanical power needed to compete in the 10 contests. The best-looking house that can produce the most energy and use that energy most efficiently will win.

## The Solar Decathletes

Unlike its athletic counterpart, the Solar Decathlon is a team event. The most successful teams will include students from a wide variety of academic disciplines. The 10 contests will test architectural, engineering, marketing, and communications skills. The Solar Decathletes will have an unprecedented opportunity to work together to gain hands-on experience in the entire process of creating an energy-efficient, completely solar-powered house. These students will learn through real-world experience what they cannot learn in the classroom. And through the Internet and other media, the Solar Decathletes will extend their newfound knowledge to communities around the nation and all over the world. The Solar Decathlon sponsors are committed to helping students and consumers make winning decisions about energy. Because when we power our lives with clean energy, we protect our own future. And when we protect the future, we are all winners.

## The 2005 Solar Decathlon Teams

California Polytechnic State University—San Luis Obispo

Carnegie Mellon, The Art Institute of Pittsburgh, and University of Pittsburgh

Concordia University and Université de Montréal

Cornell University

Crowder College

Florida International University

New York Institute of Technology

Rhode Island School of Design

Universidad Politécnica de Madrid

University of Colorado—Denver and Boulder

University of Maryland

University of Massachusetts—Dartmouth

University of Michigan

University of Missouri—Rolla and the Rolla Technical Institute

University of Puerto Rico—Mayagüez

University of Southern California

University of Texas at Austin

Virginia Polytechnic Institute and State University

Washington State University







## Become a Solar Decathlon Sponsor

The Solar Decathlon teams need sponsors to make this unique, exciting, and challenging competition a reality. What's in it for you and your company? The satisfaction and recognition your company will receive by contributing relevant goods, services, or monetary donations to the vision of a sustainable energy future — energy we can live with. You will receive recognition through extensive public exposure and media coverage. The 2002 Solar Decathlon saw more than 100,000 visitors in 11 days. People from all walks of life toured the "Solar Village" on the National Mall to find out more about the latest energy-saving and energy-producing products. The media demonstrated an equally strong interest in the event. Also during the competition the Solar Decathlon Web site had over 2,700,000 hits, with an average of 394,000 hits each day. The Web site had more than 19,000 unique visitors, and the average visitor stayed on the site for more than 19 minutes.

### ***Solar Decathlon Teams Drew Local and Regional Media Coverage***

A number of newspapers in communities with Solar Decathlon teams embraced the event as their own, publishing stories, photographs, and graphics throughout the competition. One paper, the *Neosho (Missouri) Daily News*, ran numerous stories, and at the conclusion devoted a full-page section packed with results of the contest and photos of each of the 14 homes. Similarly, a major metropolitan daily, the *St. Louis Post-Dispatch*, covered the event as a state story, emphasizing the involvement of the students from Missouri.

Many papers and broadcast stations that featured a story before or during the contest came back to run a brief story listing final contest standings at its conclusion.

### ***National-Caliber Coverage***

A total of 507 stories about the 2002 Solar Decathlon with a projected multi-million circulation appeared in newspapers, magazines, and on Internet news sites from around the nation such as the *New York Times*,

the *Washington Times*, the *Washington Post*, the *Los Angeles Times*, the *Juneau (Alaska) Empire*, and the *Modesto (California) Bee*. *Parade Magazine*, distributed within 344 Sunday newspapers nationwide, and with a circulation of more than 37 million, previewed the competition with a story and photo in August 2002. The Solar Decathlon also spawned additional independent coverage of trends in solar energy, energy conservation, and related subjects.

### ***Television and Radio***

The 2002 Solar Decathlon achieved 45 television and radio stories in major markets.

Broadcast coverage included a story on the nation's top-ranked network morning news show, *Today on NBC*. The story ran an impressive 4 minutes and 28 seconds, with taped segments and a live shot of the Solar Village. In addition, the Decathlon received coverage with broadcast news departments for the *Associated Press* and *National Public Radio*, which aired a lengthy piece recorded at the event by Scott Simon on NPR's *Weekend Edition* show.







### For More Information:

The Solar Decathlon Web site,  
[www.solardecathlon.org](http://www.solardecathlon.org)  
 Toll-free number, 1-800-368-1311

Richard King  
 U.S. Department of Energy  
 1000 Independence Ave., SW  
 Washington, DC 20585-0121  
 Phone: 202-586-1693  
 Fax: 202-586-8148  
[richard.king@ee.doe.gov](mailto:richard.king@ee.doe.gov)

Cecile Warner  
 National Renewable Energy Laboratory  
 Mail Stop 3214  
 1617 Cole Blvd.  
 Golden, CO 80401  
 Phone: 303-384-6516  
 Fax: 303-384-6490  
[cecile\\_warner@nrel.gov](mailto:cecile_warner@nrel.gov)

### The University of Colorado at Boulder, 1st Place 2002



### The University of Virginia, 2nd Place 2002



### Auburn University, 3rd Place 2002



Produced for the  
 U.S. Department of Energy  
 by the National Renewable  
 Energy Laboratory (NREL),  
 a DOE national laboratory

DOE/GO-102003-1777  
 September 2003  
 Revised February 2004

Printed with a renewable-source  
 ink on paper containing at least  
 50% wastepaper, including 20%  
 postconsumer waste